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1939
YESTERDAY, TODAY AND TOMORROW

A radio program commemorating the twenty-fifth anniversary of the signing of the Smith-Lever Act, creating co-operative extension work on a national scale. Presented May 8, 1939, by members of the Department of Agriculture on the National Farm and Home program over a coast-to-coast network of 104 stations of the National Broadcasting Company.

--oo00oo--

-----FROM CHICAGO-----

ANNOUNCER: The National Farm and Home Hour!

MUSIC: STARS AND STRIPES FOREVER.

ANNOUNCER: The National Farm and Home Hour comes to you today from Washington, presenting a special broadcast by the extension service of the United States Department of Agriculture. Today marks the twenty-fifth anniversary of the signing of the Smith-Lever Act, which gave us co-operative extension work in agriculture and home economics on a nation-wide scale.

MUSIC IN UNDER -

Silver anniversaries are noteworthy events; they often provide the occasion for a pause to look backward---at achievements and perhaps at errors--to sum up the present situation---and to look forward to the future. So---it is a story of "yesterday---today---and tomorrow" which we are going to hear from representatives of the extension service, who will be assisted by other members of the Department of Agriculture. Yesterday---today---and tomorrow in the work of serving farmers and homemakers and in helping to mold a better agriculture and a happier rural life for America. That is the story of the extension service.

MUSIC UP TO FULL AND OUT

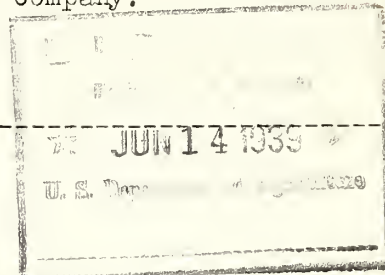
ANNOUNCER: The idea of aiding that portion of the American people who gain their living from the land, and who provide food and fiber for the nation -- the idea of aiding these people is not new. In fact, it is as old as the republic itself. It is part of the American philosophy of "Government of the people, by the people, for the people". The importance of agriculture to the American nation, and the need for promoting it, were recognized by George Washington, himself one of the more progressive farmers of his day. If we could have been present in 1798 when President Washington delivered his message to Congress, we would have heard him say:

-----FROM WASHINGTON-----

WASHINGTON: (BRITISH ACCENT)

Excerpt from "Twenty-Five years of Extension Work under the Act of May 8, 1914." An Appraisal by William A. Lloyd.

"It will not be doubted that, with reference to individual or national welfare, agriculture is of primary importance. In proportion as nations ad-



vance in population and other circumstances of maturity, this truth becomes more apparent, and renders the cultivation of the soil more and more an object of public patronage. Institutions for promoting it grow up, supported by the public purse; and to what object can it be dedicated with greater propriety? Among the means which you have employed to this end, none have been attended with greater success than the establishment of boards, composed of proper characters, charged with collecting and diffusing information, and enabled by premiums, and small pecuniary aids, to encourage and assist a spirit of discovery and improvement. This species of establishment contributed doubly to the increase of improvement by stimulating to enterprise and experiment, and by drawing to a common centre the results everywhere of individual skill and observation, and spreading them hence over the whole nation. Experience accordingly, has shown that they are very cheap instruments of immense national benefits."

(From: Washington's address to Congress, 1798.)

MUSIC: CHORDS SWELLING TO FINALE.

ANNOUNCER: The immediate result of the remarks of the first President was an appropriation by Congress which made possible an agricultural fair. Fairs were not new in America; English settlers had brought to these shores their memories of English country fairs---and fairs for and by American farmers were held long before there was such a thing as an American nation.

Washington's vision carried beyond the agricultural fair as an educational institution. His ideas found expression in the formation of agricultural societies for the exchange of farming experiences and the extension of information.

In many of the older states---such as Massachusetts, New York, Ohio, Maryland---records are found showing early interest in having scientists and practical farmers sent over the states to deliver lectures on agriculture. This interest grew into an institution which spread into many states and which later received some federal support---the Farmers Institute.

As leaders in agriculture were making progress in furthering assistance to farmers in the 1860's, another memorable event occurred.

The year is 1862. The place---Washington, D. C.

A fellow senator is offering congratulations to Senator Justin B. Morrill, of Vermont---

SENATOR: Congratulations, Senator. I understand President Lincoln has just signed your bill.

MORRILL: Thank you, Senator. Yes---the bill is signed---and is now a law. I can think of no better way to use these vast areas of public lands in the west---than to let the states sell them and use the money to establish colleges--colleges for teaching agriculture and the mechanic arts. This war we are in can't last forever---and when it ends, America will grow. She will need

trained men---men who can work with the land and with tools. These Land Grant Colleges will help to provide them.

ANNOUNCER: And so came the Land Grant Colleges---to be founded, one by one, in every state of the Union.

It was natural that the state-colleges-of-agriculture---the Land Grant Colleges---should join forces with the organizations farmers had set up for their own betterment. In the latter part of the 19th century and in the early part of the present century, the winter season found outstanding farmers, and scientists from the colleges, traveling together over the various states, lecturing on the programs of farmers institutes. It was before the days of the automobile---but many farm families traveled many miles to attend these institutes.

MUSIC: PUT ON YOUR OLD GRAY BONNET:: FADE ON CUE

(Sound of horses hoofs throughout this scene)

ELISHA: Come along, Nellie. (CLUCKS TO HORSE)

AMANDA: Don't start so fast, Elisha! You'd near throw a body outa the carriage. (CALLS) Bye, Miz Walker! --Thanks so much for the cake receipt. (NORMAL VOICE) Not any better angel cake than I can make myself, but it don't hurt to be neighborly.

ELISHA: Come up, Nell.

AMANDA: Nice meetin'---wasn't it?

ELISHA: Yep.

AMANDA: Musta been all o' hundred and fifty people there. Even saw the Cranshaws, from way out on Otter Crick.

ELISHA: Yep. (CLUCKS TO HORSE)

AMANDA: I thought that man from the state college said some mighty fine things. Certainly a smart man.

ELISHA: Yeh--but I'll take a man like Newt Smith. He's a real farmer Mandy. When a man can grow ninety bushel o' corn to the acre, an' get his hogs weighin' 300 pounds in a year's time---I'll listen to him. These college fellers hand out a lot o' high soundin' words---but if they had to get out an follow a double shovel plow all day long---well, it'd be different.

AMANDA: Now Elisha---that's not fair. In the first place, Professor Trask grew up on a farm---right over in Adams county. I'll bet he knows as much about plowin' corn as you do.

ELISHA: Mebby.

AMANDA: You can't expect to figure out what's in the soil, just plowin' it. But a man like the Professor can put it in his little glass bottles-- or whatever he calls 'em--and work with his chemicals--and tell you just what's in your soil--and what kind of fertilizer it needs for wheat -- and what kind for an apple orchard -- and most anything you need to know about it. Now, isn't that so?

ELISHA: Well --

AMANDA: I know -- you never was one to admit you could be wrong -- but down inside you -- you know that Professor Trask can tell you lotsa things you want to know -- just the same as a good farmer like Newt Smith can. We can learn things from good farmers -- and we can learn things from the college professors, too.

ELISHA: (CLUCKS TO HORSE) 'Tup, Nell.

MUSIC: OLD GRAY BONNET: UP BRIEFLY AND FADE.

ANNOUNCER: Thousands of farmers and their wives attended Farmers Institutes every year. The programs were broadened to include lectures and demonstrations on homemaking, as well as on agriculture.

MUSIC: BEAUTIFUL TEXAS (FADE ON CUE)

ANNOUNCER: Early in the present century, there appeared in the southern states a man whose influence has been felt through the years in the development of extension work. His name was Seaman A. Knapp.----farmer; professor at Iowa State College; president of that institution; manager of a land development company in Louisiana, a plant explorer for the United States Department of Agriculture.

In 1903 we find him on the farm of W. C. Porter, near Terrell, Texas.

KNAPP: Here's the situation, Mr. Porter. I believe that farmers can get better yields from their crops by following scientific methods of farming. All I'd like for you to do is to grow your cotton and other crops according to the methods I've been telling you about.

PORTER: But Mr. Knapp--what if they don't work? I've got 70 acres of land here---an' I stand to lose a sight o' money if the crops don't make good.

KNAPP: I know that. But I have confidence that they will make good---and so have the business men in Terrell. They've raised \$900 as a guarantee. If your crops go below average, and you lose money, they'll make it up to you. Your farm will be called the Porter Community Demonstration Farm. Farmers all around here are going to be watching you and your farm. This demonstration farm can't fail!

MUSIC: BEAUTIFUL TEXAS. FADE

PORTER: Well--Mr. Knapp---I've been figuring' up what I've made on the farm this year-----and comparin' it with what I've made in years before. It looks to me as though followin' your directions has made me about \$700 more than I'd have made if I'd farmed the way I used to do. I'm \$700 better off.

ANNOUNCER: The first community demonstration farm was a success.

But catastrophe was rolling across the fertile cotton land of Texas---catastrophe on six legs---an insect---

VOICE - (NORMAL VOICE) The boll weevil.

VOICE 2 - (STRONGER) The boll weevil!

VOICE 3 - (SHOUTING) The boll weevil!

VOICE 4 (WOMAN'S VOICE: HYSTERICAL) - The boll weevil!

VOICE 1 - (NEWS FLASH STYLE) Five hundred Texas families abandon their farms. The boll weevil!

VOICE 2 - Mass meeting of Texas cotton growers to be held in Dallas. Secretary of Agriculture to attend. The boll weevil!

VOICE 4 (SOBBING) - We need help! The boll weevil. Somebody help us! The boll weevil!---the boll weevil!

ANNOUNCER: And help was forthcoming---from Congress---and the Secretary of Agriculture. Money was appropriated. And when plans were made for the best ways to use this money to help farmers defend themselves against the boll weevil which ruined the cotton crop---part of the burden was settled upon the shoulders of Seaman A. Knapp.

KNAPP: (FADE IN) Probably we can't stop the boll weevil---but we do know that it's possible to grow cotton in spite of the boll weevil. Our job is to show farmers how it can be done. Demonstration! That's the keynote of our work. We'll establish demonstration farms all through the cotton belt where the boll weevil is a menace. We'll demonstrate early planting---early maturing varieties---shallow cultivation---correct use of fertilizer---picking the weevils off the cotton plants by hand. We'll get entire communities to back demonstration plots--and each demonstration will be a lesson for all the farmers in the community. They may not believe what we could tell them--but they will believe what they can see for themselves.

MUSIC: DIXIE - BRIEFLY - THEN FADE:

ANNOUNCER: Throughout the Southland, demonstration farms were developed in almost every cotton growing community. At first, the demonstrations dealt only with means of fighting the boll weevil, but soon they were broadened to include improved agricultural methods of many kinds.

The first staff of field assistants to Dr. Knapp grew. Men were appointed to work in certain counties alone----and they were called "County Agents." Smith county, Texas, had the first county agent, but other southern counties were not far behind.

Among Dr. Knapp's first assistants was J. A. Evans, who is still active in extension work today. He is now administrative assistant to the director of extension work in Georgia.

In the first demonstrations, the state agricultural colleges were not concerned, but it was a matter of only a few years until they were cooperating with the federal workers, under Dr. Knapp, and with the county agents, in furthering more and better demonstrations, in selecting men to have charge of the work in certain counties and states.

Extension work as a means of bringing information to farm families was hastened in its development by the menace of the boll weevil. Outside the cotton-growing states, there was no such major calamity to impress upon farmers the need for new information. The first county agent in the north was appointed in 1910--in Bedford county, Pennsylvania. The appointment was made by the office of Farm Management in the Department of Agriculture.

FARMER'S VOICE: Yeh--they call 'n a county agent. Man named Ross, A. B. Ross. 'Sfunny thing, he started out to be a lawyer---good one, too. But his health give out--an' he come back home here, an' started driving' around over the county, talkin' to first this farmer--then than un. Generally carried with him a page or two that he'd copied outa some government bulletin he'd been readin'----he'd give those things out to anybody. A big help, too. Just enjoyed doin' that sorta thing, he said. Well--finally, they called him down to Washington----an' now he's hired to do what he used to do for nothing---takin' information to farmers.

ANNOUNCER: Other county agents followed A. B. Ross in Pennsylvania. And in New York, Wisconsin, Missouri, the Dakotas---and other Northern and Western states. Commercial organizations, railroads, banks, mail order houses, chambers of commerce and many other organizations gave financial aid in hiring county agents.

The advocates of a nation-wide system of extension work for carrying information to farmers, homemakers and to boys and girls, found friends in two southern members of Congress: Senator Hoke Smith, of Georgia; and Congressman Asbury F. Lever, of South Carolina. After no small amount of legislative maneuvering, the failure of several bills, and readjustment of plans, Senator Smith and Congressman Lever drafted a bill introduced into the House of Representatives as bill No. 7951. The bill provided that the United States government --through the Department of Agriculture---would cooperate with the state Land Grant Colleges in order--quoting from the bill itself --"to aid in diffusing---useful and practical information on subjects relating to agriculture and home economics."

The bill was passed by the House of Representatives and sent to the Senate. The Senate passed it with certain amendments. Then, a committee

representing both the Senate and the House met to bring amendments into agreement. The date, May second, 1914. The House of Representatives has been in session all day.

LEVER: Mr. Speaker.

SPEAKER: The chair recognizes the gentleman from South Carolina.

LEVER: Mr. Speaker, I ask the chair to lay before the House the conference report on the House Bill 7951.

SPEAKER: The clerk will read the title of the bill.

CLERK: (MECHANICALLY) The bill to provide for cooperative extension work between the agricultural colleges and the United States government.

The committee of conference on the disagreeing votes of the two houses submits the following report: (FADE OUT)

PAUSE TWO SECONDS

CLERK: FADE IN. The report is signed A. F. Lever, Gordon Lee, G. N. Haugen, for the House of Representatives; Hoke Smith, Joe T. Robinson, James H. Brady for the Senate.

SPEAKER: The question is on the agreement to the conference report.

Respond with Ayes and Nays.

In favor

CHORUS: Aye.

SPEAKER: Opposed.

FEW VOICES: No.

SPEAKER: The ayes have it.

CONGRESSMAN: Mr. Speaker, I move we adjourn until tomorrow--Sunday--noon.

EFFECT - Sound of gavel.

SPEAKER: The house is adjourned until tomorrow at 12 o'clock, noon.

-----F R O M C H I C A G O-----

ANNOUNCER: Two days later, in similar routine fashion, the report of the committee was agreed to by the Senate, and the Smith-Lever bill went to the President for his signature. President Wilson had indicated his interest in extension work, even while he was governor of New Jersey, before he took office as President of the United States-----so it was taken for granted that he would sign the bill. Without flourish the bill was signed, on May 8.

BRASS FANTFARE

ANNOUNCER: May 8, 1914---just twenty-five years ago today---the Smith-Lever bill became a law-----co-operative extension work---to build a better agriculture and better rural living---became a reality.

BRASS FANTFARE

ANNOUNCER: But the law making possible extension work in which the federal government, the state colleges, and the county governments would cooperate -- was only the beginning. Much organization work had yet to be done.

As the nation-wide organization of county agricultural agents, home demonstration agents, and other extension workers was getting itself established during the months after the summer of 1914 -- a spark touched off at Sarajevo kindled into a flame -- and the flame

(ROLL OF DRUMS: INCREASING)

spread -- involving all of Europe -- and finally in April, 1917 -- involving America!

BUGLE CALL: ATTENTION.

ANNOUNCER: The World War!

-----SWITCH TO WASHINGTON -----

ORGAN BREAKS INTO: OVER THERE.

MUSIC: Over There: FADE TO B. G.

VOICE: Food! Food for our army. Food for the Allies. Food for Belgium and France!

WOMAN'S VOICE: Don't waste anything. Use less meat -- use less sugar.

SOUTHERN AGENT: Plant more gardens. Grow your own food.

WESTERN AGENT: Plow up your grazing land -- we need more wheat.

FIRST VOICE: Wheat -- two dollars a bushel!

WESTERN AGENT: Farmers need harvest hands! You business men---come on out to the country after working hours. Help shock wheat---keep fit---and help win the war.

WOMAN AGENT: Mix rice, or barley or meal with your wheat flour when you make bread.

SOUTHERN AGENT: Order two more carloads of cans and jars. We'll need 'em.

ORGAN MUSIC: OVER THERE: UP AND OUT

ANNOUNCER: With the war-time emergency past, the number of workers was reduced. The men and women remaining settled into their real jobs---teaching better farming practices, better methods of homemaking.

The years after the war brought with them another kind of emergency----an agricultural depression----low prices for farm products. Helping farm families to meet these economic conditions was one of the major jobs of the extension workers.

In the early days of extension work, even as today----the county agricultural agent received help in his work from men from the State college of agriculture. Here is a typical incident drawn from a letter written by an extension worker 22 years ago.

FRANK: Just leave your flivver where it is. We'll go the rest of the way in my carriage.

REUBEN: I thought you were driving a car last time I was down here, Frank?

FRANK: Yeh--but that was summer time Reuben. I haven't driven my car for two months. Never saw the roads as bad as they are right now. And this snowstorm won't help 'em any, either.

REUBEN: Well-----a county agent who can't get around isn't worth much.

FRANK: I'd say not. This meeting of tobacco growers we're holdin' tonight is goin' to be mighty important to those fellows. They're interested in a marketing association. So we've got to get there. That's why I borrowed another horse today.

JACK: Driving a team instead of just your own mare.

FRANK: That's right. You two fellows get in the back seat under the laprobe.

JACK: You get in first, Reuben.

REUBEN: All right, Jack.-----Here's half the laprobe for you.

FRANK: All in, boys? Get up --Kate---Pet! Get up! Pet!----Flounderin' around like a mud turtle. Get up! Aw! got 'em hitched up wrong. That horse I borrowed won't pull except on the gee side.

REUBEN: Y'know---lots of community organizations are like that. If they don't get hitched up right to start with--they don't pull.

MUSIC: GITTYPUP NAPOLEON IT LOOKS LIKE RAIN. (JOSHUA EBENEZER BROWN)
FADE ON CUE.

FRANK: Well---here's the school. Whoa---Kate---Pet!

REUBEN: Two hours and a half - not bad considering the roads.

FRANK: Tie 'em to the fence, will you, Reuben. Got a light Jack?

That's it. Now---where's the bell rope?

JACK: I've always wanted to ring a school bell. Let me help you, Frank.

EFFECT: HEAVY SHOOOL BELL RINGING. LOUD.

JACK: That ought to wake up the neighborhood.

FRANK: Yeh--but I don't expect many folks 'll be out tonight. Too much bad weather and bad roads. Let's get a fire going in the stove.

FARMER: (APPROACHING MIKE) Hello, fellows.

FRANK: Hi, Joe.

FARMER: Heard you drive past the house--and so I figured I'd better come over. Pretty near everybody 'll be here tonight.

FRANK: That's good news. Joe---this is Mr. Abbott and Mr. Brigham--they're both from the state college. Mr. Abbott's going to talk about lime for the soil and Mr.-----

FARMER: Lime! Worst stuff you could use on the land.

JACK: That so? Just why do you say that?

FARMER: It makes the corn rust. Do it every time!

JACK: Have you tried lime on your farm?

FARMER: Not me. But my grandfather put it on the same farm back before the war between the states----and it still makes the corn rust.

JACK: Before the Civil War. That's a long, long time ago. How do you know it's the lime that does it?

FARMER: Well--I just know it is. What else could it be?

(FADE ON SPEECH)

ANNOUNCER: The typical extension worker is a community personage---looked to as a source of all information dealing with agriculture and homemaking---

FIRST VOICE: I lost two half-grown pigs last week. Wonder if you could tell me what's wrong.

SECOND VOICE: Where can I get some good rye seed?

THIRD VOICE: (WOMAN'S) Is there any way to take cherry stain out of ----

ANNOUNCER: As counselor, advisor, walking encyclopedia--the extension worker seldom finds time hanging heavy on his hands.

COUNTY AGENT: I finished the monthly report last night, Miss Hawkins. Send it in to the college. There are some bulletin requests there that came in from the last radio broadcast. Take care of them if you will. I'll be at Jess Newton's farm for a few minutes on my way out to Stilesville. That co-op association's meeting there this morning; the pruning demonstration this afternoon on the Radcliffe place----and then I'll be back in here for the meeting with the vegetable growers association tonight. Have the janitor set up the movie machine in the court room for that----- (FADE OUT)

ANNOUNCER:

But one county agricultural agent and home demonstration agent cannot adequately serve several thousand farm families alone. From the ranks of farmers and homemakers themselves have come several hundred thousand volunteer leaders who comprise the bulwark of this great educational movement among rural people. When farm women decide that more home canning is needed in the county, the home demonstration agent trains a few dozen women in the skill of successful canning. Each of these women becomes a leader and teacher among other women in her community.

ANNOUNCER: (Continuing) Each of the 74,000 4-H Clubs has at its head a man or woman who volunteers to promote the organization of young people, counsel them in their activities, and to teach the farming and homemaking practices which are part of their project work.

Here's an actual occurrence. In a farm home in an isolated community in Montana, Ben Staigmiller and his family are just finishing the noonday meal.

BEN: Say---time for the county agent to be broadcasting. Better turn on the radio and see what he's got to say.

MRS. STAIGMILLER: (OFF MIKE) All right, Ben. The battery's getting low. We ought to have it charged.

COUNTY AGENT'S VOICE FADING IN: And now here's an announcement that's important to every farm family in the vicinity of Eden.

MRS. S.: That's us. Listen careful, Ben.

COUNTY AGENT: You know that the Mormon crickets have been reported out there, and everybody's worried about them. Well, the state entomologist is going to be there next Monday----to tell us what needs to be done. We'll have a meeting in the Eden community Hall. Next Monday morning at 10 o'clock. I just got word this morning---so I'm having to call this meeting by radio. I know that Ben Staigmiller will see that the hall is ready---and I hope all you folks in the Eden community will see that word gets to your neighbors who haven't radio sets. I'll be seeing you out there with -----IFADE ON SPEECH)

MRS. S.: Did you hear that, Ben. You're to have the hall ready for the meeting ---

BEN; Sure -- next Monday morning at 10 o'clock. Better send one of the boys down to the Rowes house and the Finsterwalds to tell them about the meeting. There's one meeting everybody ought to get to.

(FADE)

ANNOUNCER: And the next Monday morning---every family in the community was represented at the meeting, and the fight was started against the destructive crickets. The leaders had done their work well.

(CHIMES)

ANNOUNCER: Ten -- fifteen -- twenty years of teaching improved practices in farming and homemaking had their effect. Agricultural production became more efficient -- methods became more advanced -- homes were improved in many ways, thanks to effective teaching by extension workers.

But efficient production of farm products alone was not enough to make agriculture prosperous in the face of a world-wide economic depression.

Came 1933 and the Agricultural Adjustment Administration dedicated to the bolstering of farm income and to the development of a plan for permanent agriculture. Another emergency was at hand, and the extension service was called upon to aid. The task of explaining the program of the Agricultural Adjustment Administration--the "Triple-A" as it came to be known, was very essential. To this task, the extension service applied itself with untiring energy.

FIRST COUNTY AGENT: ----"It traces back to the days of the war--when we expanded our agricultural production way beyond our own needs. We had to feed and clothe the world--and we did it. But since that time, we've lost much of our world market. Europe doesn't want as much of our cotton as we'd like to have her take. This chart here--shows how our exports of cotton have fallen off. In 1920-----

SECOND COUNTY AGENT: Now look at it from this point of view; a shoe manufacturer doesn't keep his factory running day and night, producing all the shoes his workers can turn out. He adjusts his production to his market. That's what American agriculture must learn to do---

THIRD COUNTY AGENT: -----Agriculture wants parity----parity of purchasing power. Economists figure that in the period from 1909 to 1914 prices in general were in pretty fair balance. The farmer's dollar was worth a hundred cents in terms of overalls, plows, and other things the farmer had to buy. That's parity.

ANNOUNCER: Disastrous as were the effects of the depression, there were some benefits. Thousands of farmers and their wives came to realize that agriculture and its problems are not confined to a single farm, or to a single county, or a single State. They realized that the problems are nation-wide and world-wide and will have to be approached from a national point of view.

Farmers came to feel that seven million individuals acting separately cannot successfully adjust supplies to demand---but that if the majority of the farmers plan and work together and cooperate with industry and labor, it may be possible to meet the needs of America and the world and at the same time establish farming on a firm economic basis.

With more farmers coming to this point of view, extension work in the last few years has entered a new phase. Aid to farmers in getting larger yields per acre, more pounds of meat from a pound of feed; how the homemaker can make better use of the family's money -- and of the farm's resources for family living--All this work is being continued. But accompanying it is a stronger effort to unite communities -- to bring together representatives from all over a state to work out plans for better agriculture. The planning is being done -- not by extension workers alone -- but by farmers and farm women themselves aided by trained professional workers of the various governmental agencies.

Let's look in on a meeting of a typical county land use planning committee.

FIRST FARMER: Twenty thousand acres damaged by wind erosion -- in our county alone. And it gets worse every year. We can't let things go on like that.

SECOND FARMER: I figure I've lost about a fourth of the topsoil off my farm.

FIRST FARMER: Get your land in grass.

SECOND FARMER: But I'm a wheat farmer. I depend on wheat for my cash. So do most of the other farmers in this county. We can't quit growing wheat.

THIRD FARMER: We didn't grow so much wheat before the war. And we didn't have the damage from wind erosion that we're getting now. Less wheat and more grazing -- more livestock -- that looks to me like the answer for our problem.

FIRST FARMER: Contour lister furrowing will help to stop soil blowing---we'll want to call on the Soil Conservation Service for some help on that.

SECOND FARMER: Of course we do. But to say that we're going to quit growing wheat and start raising cattle and sheep---that means changing our whole farming system. We can't do that in a single season.

ANNOUNCER: And that is typical of discussions which are leading to careful planning for the future of America's agriculture and rural life. It is typical of the new phase of extension work today.

With an organization headed up by a small staff in the Department of Agriculture in Washington---and reaching through the State agricultural colleges into almost every one of the 3,070 counties in the United States--in the person of the county agricultural agents and home demonstration agents--the extension service is serving rural America---thoroughly and tirelessly.

FIRST VOICE: Last year the extension service reached into 1,500,000 farms and farm homes with personal visits to give help.

SECOND VOICE: 4 million farm families took part in Extension activities.

THIRD VOICE: Extension workers trained 500,000 rural men and women as local leaders.

FIRST VOICE: A million and a quarter boys and girls are members of 4-H Clubs.

ANNOUNCER: This, briefly, gives some idea of extension work today. But the extension service is not looking backward to its past record of service; it is not content with its activities of today. It is looking forward to the future---to the help that it may give tomorrow. For a look into the future--and the aid that extension work may give to American agriculture and to the 7 million rural homes, we turn to the director of extension work in the United States Department of Agriculture, Dr. C. W. Warburton.

WARBURTON: To me, it is significant that those who wrote the Act signed 25 years ago designated the agency they were setting up as the cooperative extension service. It is our earnest hope that in the future as in the past, the work of the extension service will be truly cooperative- a joint effort of Federal, State, and county governments and of rural people. Whatever success we have had in our efforts so far has been due in very large measure to the assistance and encouragement given us by hundreds of thousands of rural men and women who have given freely their time and energies to service as volunteer local demonstrators and leaders. We acknowledge our debt to them and bespeak their continued support.

We want the Extension Service ever to be forward looking--giving aid to rural people in meeting emergencies when they appear, but never losing sight of the major objective - making rural America, all America, a better, more satisfying place to live. The Extension Service does not make programs for rural people. Rather, its purpose is to give rural people all possible help in carrying out the programs they formulate for themselves. Prominent in those programs in the immediate future I would expect to see more efficient farming and home making, conservation of our soils, our forests, and our wild life, the improvement of our rural homes and their surroundings, more community and cooperative enterprise, more attention to cultural development in the family and the community through good reading, good music, and the like - in short, a higher standard of living for rural America.

ANNOUNCER: Thank you, Director Warburton. Extension work--tomorrow---- has been discussed by Dr. C. W. Warburton, director of extension work in the United States Department of Agriculture.

(SWITCH TO CHICAGO)

-----F R O M C H I C A G O-----

ANNOUNCER: You have heard something of Yesterday, Today, and Tomorrow in extension work in agriculture and homemaking. The occasion is the twenty-

fifth anniversary of the signing of the Smith-Lever Act, which created co-operative extension work on a nation-wide scale---on May 8, 1914. The actors in the dramatized portions of the program were staff members of the Department of Agriculture.

(MUSIC TO FILL)

MUSIC: STAR SPANGLED BANNER.

ANNOUNCER:

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